

WBTV Charlotte, NC

Significant Issues and Responsive Programming April 1, 2006 – June 30, 2006

METHODOLOGY:

Following are the categories of issues/concerns determined by WBTV to be of significance in the service area. Issues were determined through discussions with community leadership, viewers and concerned citizens. Topics were also generated by formal news department surveys conducted between newscasts. Results are shared with viewers that day.

Programming listed by category in this report is intended to be representative of coverage. Applicable CBS/network programming is attached by hard copy. All responsive local programming produced outside the already dedicated newscasts is aired in prime access time periods.

SIGNIFICANT ISSUES:

A. Public Safety

WBTV aired a series in the Early News block called "Most Wanted", where we profiled the most wanted criminals from counties in our viewing area.

WBTV aired a one-hour special in April called "The Sobering Truth" (April 29, 7-8 p.m.) about the underage drinking crisis in Charlotte and the surrounding area. In addition to the one-hour special, we also aired a week-long series on the same topic.

Daily reports on crime by neighborhoods, it tells the community where major crime is happening.

B. Economy

The increase in gas prices has been a focal point of coverage.

We sent an anchor and special projects producer to India to cover American jobs being outsourced to India. WBTV aired a 3-day series on this topic.

C. Social; Human Services

WBTV covered the Charlotte/Mecklenburg County Superintendent search. We profiled the top three candidates within news, and aired a half-hour special on the final two candidates.

WBTV aired a one-week series on "one-tank trips"; places where families could take a short vacation on one-tank of gas.

WBTV covered death of Hugh Morton, a famous area nature photographer who was the owner of Grandfather Mountain in Boone, NC. We also aired a ½ hour special on Mr. Hugh Morton.

(2)

PROGRAMS/PROGRAM SEGMENTS CITED IN THIS REPORT

WBTV NEWS REPORTS - Daily coverage of issues. Newscasts are scheduled Monday-Friday; 5:00 a.m., 5:30 a.m., 6:00 a.m., 12 Noon, 5:00 p.m., 5:30 p.m., 6:00 p.m., 11 p.m.. Saturday 6:00 p.m., 11 p.m.. Sunday 6:30 p.m., 11:00 p.m. (all newscasts are 30 minutes.)

A 10:00 p.m. Newscast is also produced for another local station (WJZY) 7 days a week.

WBTV NEWS 3 AT NOON SEGMENT - Increased daily 2-minute live segment dedicated to local community projects to two separate 2-minute segments. Topics range from downtown development to charity fundraisers to children's issues. Special guests appear daily to discuss with WBTV anchors.

3 ON YOUR SIDE – Focused beats assigned to key anchors with demonstrated viewer benefit.

Topics include:

A. HEALTH BEAT

Tonia Bendickson tackles current health issues targeted at key viewers. Parenting stories and those affecting the children in the community are also Tonia's focus.

B. GOVERNMENT

Paul Cameron covers not only City Hall, also any legislative issue that impacts viewers.

C. PERSONAL SAFETY

Maureen O'Boyle looks at issues that relate to personal safety and community security.

(3)

WBTV SPECIAL PROGRAMS AND PROJECTS

Relay for Life/American Cancer Society – campaign to encourage citizens to donate resources to the help cancer survivors and fund cancer research – designed to support annual fund drive, which concluded in April.

Big Brothers/Big Sisters Big Day at the Lake promotion – ran PSA campaign encouraging people to participate in a lake activity day for Big Brothers/Big Sisters of Charlotte.

PSA Schedules in place 2nd Quarter 2006:

Big Brothers/Big Sisters PSA
American Cancer Society Relay for Life PSA
Wheelchair Foundation PSA
Div of Services for the Deaf & Hard of Hearing PSA
Drivers Edge PSA
Carbon Monoxide PSA
Partnership for a Drug Free Carolinas PSA
United Way PSA